



## (Self)-representations on youtube

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# **(SELF)-REPRESENTATIONS ON YOUTUBE**

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# THE PROJECT

**The project investigates how audiovisual forms of self-representations and online identities are constituted on YouTube within the most popular content of YouTube.**

**The project further investigates whether the audiovisual forms of self-representation characterize new ways of social behavior within YouTube as a medium platform.**

# THE VLOG

The Vlog (or video blog): An audiovisual self-image presented through a first person camera (turned towards oneself).

The Vlog is a subjective mode of representation!

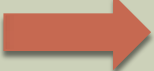

In many cases this also includes a performative mode (in an Austinian-sense) – “*an act of doing*” (Butler) and as social behavior (Goffman).



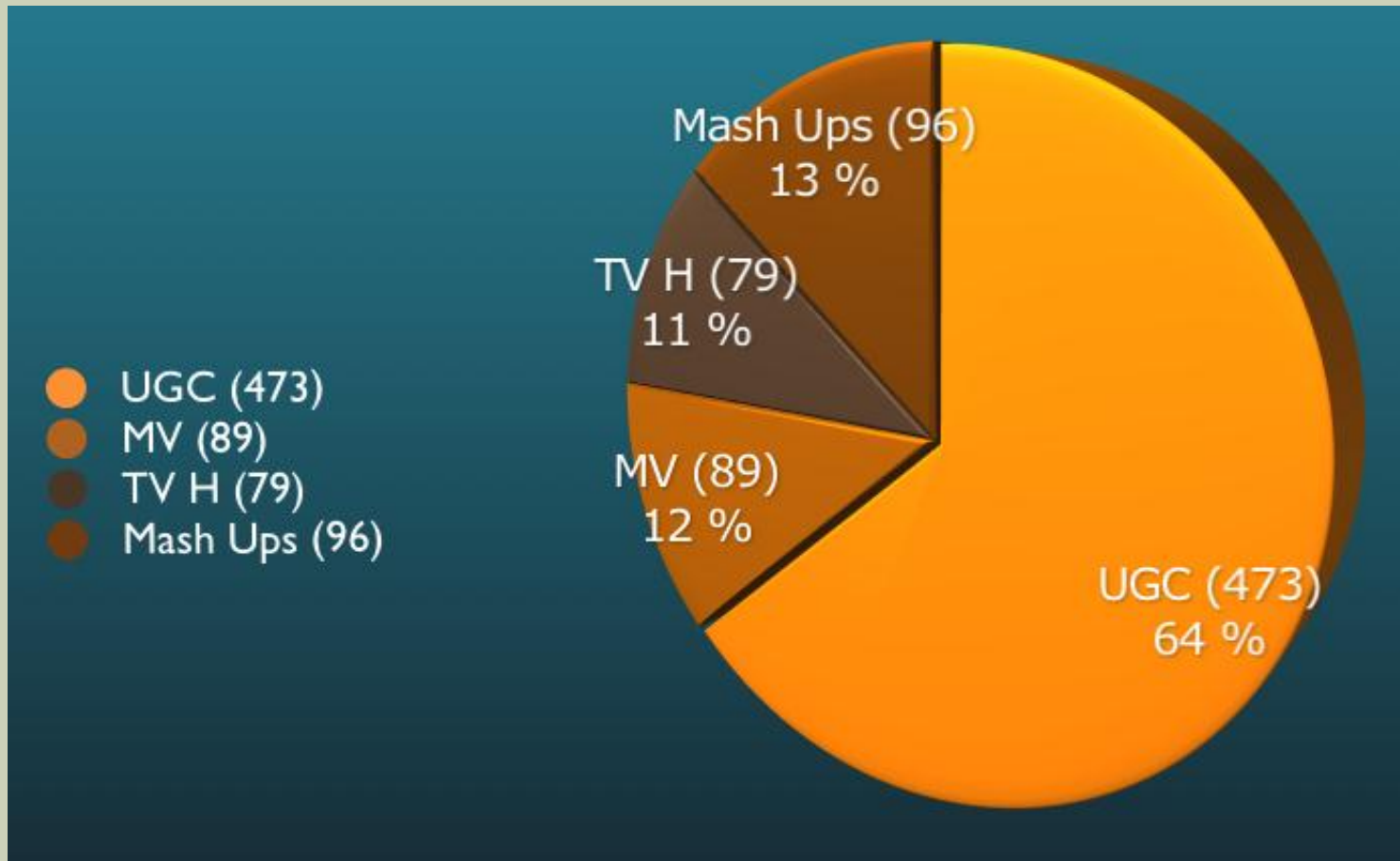
# METHODOLOGICAL APPROACH

- 1) Content analysis (inspired) approach**
- 2) Genre analytical investigation of UGC**
- 3) Case study analysis within the theoretical framework of documentary representational theory and performative theory.**
- 4) Medium Theory inspired perspective – In overall a pragmatic approach that involves a focus on medium properties as well as institutional and content specifics.**

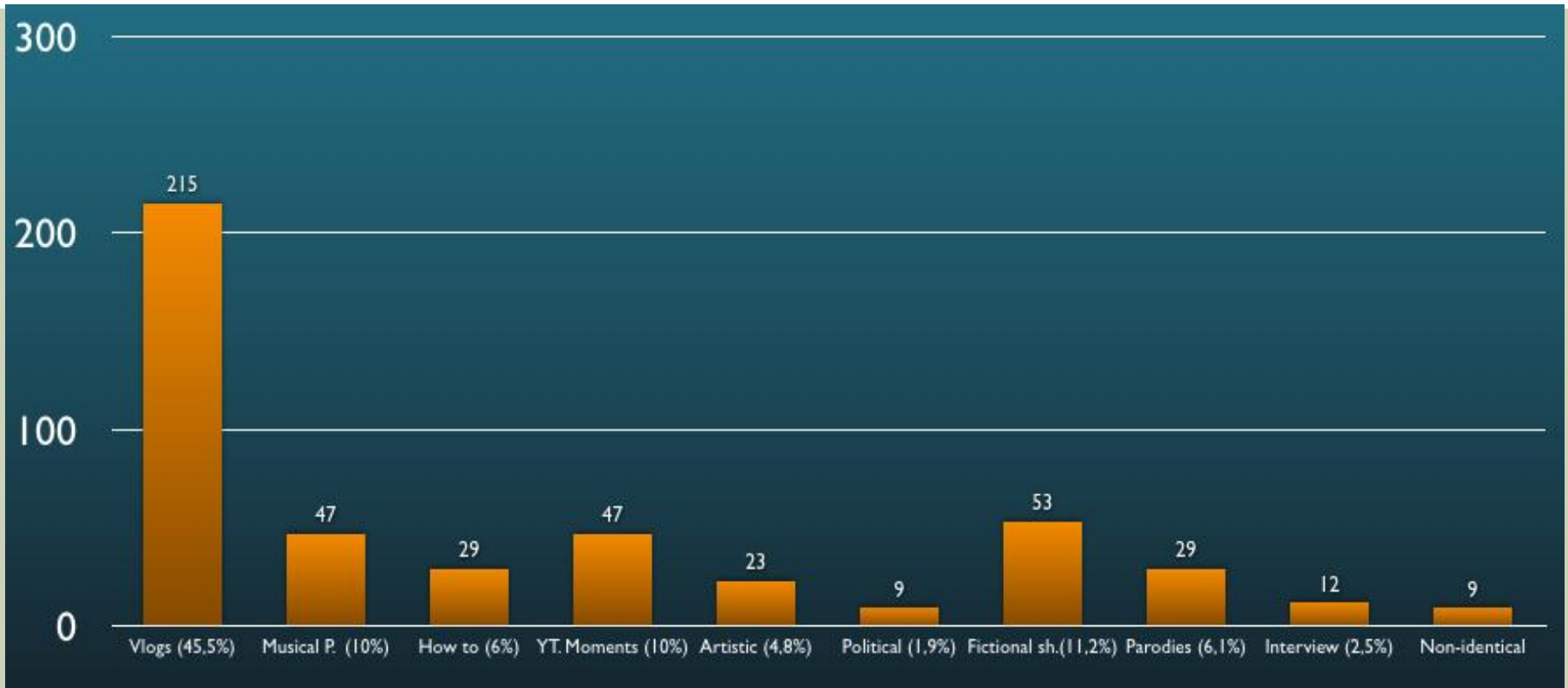
# METHODOLOGICAL APPROACH

- 1) Initial observation of 900 videos (2009)**   
Pre-defined typology of UGC, the development of coding scheme
- 2) Observation & coding of 900 videos (July 2010)**  
 Identification of various forms of UGC (473 videos and thereby forms of self-representation)
- 3) Analysis of self-representations (The Vlog: 215 videos)**

# FINDINGS



# FINDINGS



Two additional coders have been coding the videos and a inter-rater-reliability test has been performed. Showing homogeneity within the data.

$$\chi^2 = \sum \frac{(\text{observed} - \text{expected})^2}{\text{expected}}$$



# TENDENCIES

Based on the coding, it was detected:

- **Domination of first person videos (The Vlogs)**
- **Domination of non-fictional content – it's all about authenticity**
- **A high degree of reflexivity and intertextuality**
- **Visual redundancy**

YT medium specifies (affordances) and organizational structure:  
fosters a competitive environment & a “*Pro-amp*” culture  
(Leadbeater & miller 2004).



**“*The Demotic Turn*” (Turner 2004).**

# EXTRA: CODING SCHEME

Sender	<input type="text"/>		
Type:	<input type="text"/>	▼	
Length	<input type="text"/>		
Temporal group	<input type="text"/>	▼	
UGC Genre:	<input type="text"/>	▼	
Fiction/ Non-fiction	<input type="text"/>	▼	
	Form of communication	<div><input type="checkbox"/> Didactic &amp; Expository <input type="checkbox"/> Observational <input type="checkbox"/> Interacting <input type="checkbox"/> Reflexive <input type="checkbox"/> Performative <input type="checkbox"/> Poetic <input type="checkbox"/> Fictional &amp; Dramatic</div>	
Key Words	<div><div><input type="checkbox"/> 1 p cam <input type="checkbox"/> meta &amp; reflexive <input type="checkbox"/> Low QP <input type="checkbox"/> Medium QP <input type="checkbox"/> High QP <input type="checkbox"/> Credits <input type="checkbox"/> Home V <input type="checkbox"/> SFX</div><div><input type="checkbox"/> Voice Over <input type="checkbox"/> Animations <input type="checkbox"/> Intertextuality <input type="checkbox"/> Background music <input type="checkbox"/> Memorial <input type="checkbox"/> Signs or texts <input type="checkbox"/> Screen tags <input type="checkbox"/> Subject related commercials</div><div><input type="checkbox"/> Regular commercials <input type="checkbox"/> Transformed voice/Looks <input type="checkbox"/> Viral <input type="checkbox"/> Family <input type="checkbox"/> Competition <input type="checkbox"/> Standup <input type="checkbox"/> Trailer <input type="checkbox"/> UGC MV</div><div><input type="checkbox"/> Series <input type="checkbox"/> User Interaction <input type="checkbox"/> Makeup <input type="checkbox"/> Domestic <input type="checkbox"/> Holiday</div><div><input type="checkbox"/> Other...</div></div>		
Extra:	<input type="text"/>		